

TWO-YEAR COURSES

IT'S ACADEMY TURISMO VENETO

POSTGRADUATE COURSES IN ITALY
FOR PROFESSIONAL ROLES IN TOURISM



ITS ACADEMY: ADVANCED PROFESSIONAL TRAINING IN TOURISM

ITS Academy Turismo Veneto offers **5 courses** designed to cover the various specialisations required in the tourism sector, in **6 locations in the Veneto region**: Asiago, Bardolino, Jesolo, Villorba di Treviso, Abano Terme and a new institution in Belluno.

The innovative teaching formula is streamlined, flexible and capable of picking up on innovation and applying it to a sector like tourism, where **digitalisation** is no longer a plus but a fundamental element.

The two-year higher education post-diploma masters integrate classroom lessons with **project work** and **in-company internships**, internships abroad with the **Erasmus+ programme**, a teaching formula with **simulation, practical exercises, case histories** and **expert guest lecturers**.



IT'S
ACADEMY
TURISMO VENETO



A LARGE CAPILLARY NETWORK OF EDUCATIONAL INSTITUTIONS IN DIFFERENT LOCATIONS **THROUGHOUT** THE VENETO REGION

80% of the academic staff has a **business background**, a plus for teaching courses focused on analysis, problem solving and familiarity with real company case histories.

As **managers, freelancers and entrepreneurs** in this sector, they guarantee an all-round approach to learning, strictly linked to new market trends.



INNOVATION
FOR INTEGRATION
IN THE ERASMUS
2021-2027
PROGRAMME



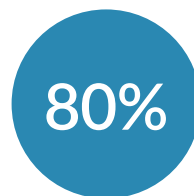
TOTAL OF DIPLOMAS
AWARDED TO DATE



COMPATIBILITY
OF COURSE WITH
POSITION OBTAINED



COMPANIES INVOLVED
IN ITALY AND ABROAD IN
EXCHANGE PROGRAMMES
AND INTERSHIP
PROJECTS AND AS
PROJECT PARTNERS



OF ACADEMIC STAFF
ARE PROFESSIONALS
IN THEIR SECTOR

EDUCATION PROGRAM

ITS Academy Turismo Veneto is a two-year post-diploma advanced training course, financed by MIUR (the Italian Ministry of education, university and research) and the Regione Veneto regional authorities.



Duration

The course **lasts 2 years**.



Scholarships

Scholarship and coverage of the training course and partner companies.



Erasmus+

Internships abroad in application of the Erasmus Charter for Higher Education BCHB 2022-2027.



Title awarded

State **Higher Technical Diploma** corresponding to the **5th EQF level European Qualification Framework**



Authorized Test Center

Optional Certification Test of English for international Communication by ETS English Testing Service.



Occupational Safety Certificates

Issuing of **6 immediately spendable certificates** related to safety in the company.



Training Credits

Recognition of **university-trained CFU credits** spendable in **national and international universities**.



Benefits

- Possibility of **accommodation contribution**
- **Sweatshirt and uniform**
- **Laptop and student kit**



HOSPITALITY MARKETING & COMMUNICATION

Jesolo (VE)
Bardolino (VR)

MANAGING HOSPITALITY
FOR GLOBAL CHALLENGES

AREAS OF SPECIALISATION

- Hotel & Travel Management
- Revenue Management
- Knowledge of new trends
- Destination Management
- Development and management of competitive tourism projects on the market



TOURISM DESTINATION MARKETING & COMMUNICATION

Asiago (VI)

MANAGING HOSPITALITY
STARTING FROM ENHANCEMENT
OF THE LOCAL AREA

AREAS OF SPECIALISATION

- Hotel & Travel Management
- Revenue Management
- Management of Mountain Tourist Destinations
- Development and management of sporting events
- Knowledge of trends related to Green Tourism, Ecotourism and Mountain Tourism



SPA & WELLNESS HOSPITALITY MARKETING

Abano Terme (PD)

MANAGING HOSPITALITY
FOR ACCOMMODATION FACILITIES
SPECIALIZED IN WELLNESS

AREAS OF SPECIALISATION

- Well-being applied to the hospitality sector
- Organisation and Marketing of tourism wellness products
- Hotel & Spa Management
- Marketing and web marketing of wellness destinations



TOURISM INNOVATION

DIGITAL4.0

Jesolo (VE)

MANAGING TOOLS
FOR INDUSTRY 4.0

AREAS OF SPECIALISATION

- Trend and Data Analysis
- Digital media for the travel and hospitality industry
- Design Thinking
- Development and management of Digital tools for new strategies
- 4.0 tools for tourism



FOOD&WINE TOURISM

MARKETING&
COMMUNICATION

Villorba (TV)

MANAGING AND COMMUNICATING
CATERING OF THE FUTURE

AREAS OF SPECIALISATION

- Food&Beverage Management
- Promotion of the local area and enhancement of food and wine products
- Menu engineering applied to restaurants and hotels
- Knowledge of sales strategies and related channels for commercial development



DOLOMITI TOURISM

MARKETING&
COMMUNICATION

Belluno

MANAGING THE HOSPITALITY
OF MOUNTAIN AREAS AND
COMMUNICATING EXCELLENCE

AREAS OF SPECIALISATION

- Sustainable Hospitality Management
- Trend analysis of International Markets
- Marketing and web marketing of the mountain areas
- Sustainable Event Organisation
- Technological innovation for enterprises

FOUNDING MEMBERS



PARTICIPATING MEMBERS



**IT'S
ACADEMY**
TURISMO VENETO

Via Vincenzo Monti, 29 - 30016 Jesolo - VE
Tel. +39 0421 382037
Wapp: +39 334 3452382
fondazione@itsturismo.it - itsturismo@pec.it



www.itsturismo.it

JESOLO - BARDOLINO - ASIAGO - VALEGGIO SUL MINCIO - VILLORBA - ABANO TERME - BELLUNO